

# EXHIBIT 10

## Contact

[www.linkedin.com/in/brian-durning-0916bb16](https://www.linkedin.com/in/brian-durning-0916bb16) (LinkedIn)

## Top Skills

Business Development

# Brian Durning

Commercial Real Estate  
Pasadena, California, United States

## Experience

Keller Williams Realty Downey  
Commercial Real Estate Agent  
October 2022 - Present (1 year 6 months)  
Downey, California, United States

We use 20 years of Health Club and Studio Experience in being a resource for Client location

Functional Fitness Products  
Southern California Sales  
March 2022 - Present (2 years 1 month)  
Los Angeles Metropolitan Area

DAUM Commercial Real Estate Services  
Commercial Real Estate Agent  
August 2021 - September 2022 (1 year 2 months)  
Los Angeles, California, United States

Freemotion Fitness - A Division of ICON Health & Fitness

Territory Manager  
December 2018 - September 2020 (1 year 10 months)

- Responsible for direct revenue in Northern CA, AK, WA, OR
- Established Business with Multi Club operators including California Family Fitness, Fitness SF, and MUV
- Developed a network of dealers to handle vertical markets such as Multi Housing, schools, Police and Fire
- First fiscal year revenue was a 120% increase over the previous year

True Fitness

West Coast Regional Sales Manager  
May 2015 - October 2018 (3 years 6 months)  
Greater Los Angeles Area

- Direct sales increase of 200% in first year of hire.
- Revenue increase of 25% in a 13 state territory via distributor network in first year.

- Responsible for largest single transaction within first six months of hire, for year 2015.
- Opened sales and relationships with many key accounts who previously had ZERO revenue with True.

**Self Employed**

Self Directed Trade and Investor

2009 - May 2015 (6 years)

New York, NY

- Trade currencies via technical analysis and interpretation of Federal Reserve policies.
- Author of 23 articles that serve as training material for the fxbootcamp.com website.
- Developed a business plan to extract profits through pivots using a 3:1 risk to reward philosophy.
- Currently trade financial markets in equities, options, bonds and futures.

**Matrix fitness**

Territory Manager

2007 - 2008 (1 year)

- Established a base of business in a previously underrepresented region.
- Promoted new dealer relationships by fostering a partnership approach to their sales process.
- Major New Name Account Development with Gold's Gyms and Snap Fitness.
- Exceeded year 2008 quota.

**Commercial Fitness Inc.**

Owner

2003 - 2007 (4 years)

- Started a used fitness equipment company, serving accounts throughout the US and Latin America.
- Developed a new flooring supply and installation operation within 6 months of venture undertaking.
- Secured primary dealer relationship with Matrix Fitness and Atlantis Fitness Equipment in Florida.
- 2007 Revenue over one million dollars of new and used equipment sales at a 30% margin.

**Life Fitness**

Territory Rep

April 1999 - August 2003 (4 years 5 months)

South Florida

- Responsible for direct sales to revenue generating health clubs and YMCAs.
  - North American "Achiever of the Year" in 2000 for highest percentage revenue increase in territory.
  - Doubled annual territory sales from 1.5 million to 3 million dollars within a three year period.
- 

## Education

University of Florida

Bachelor's degree